

Survey of the European Fabric Fairs for Spring/Summer 2013

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Abstracts

The latest update in this series of reports summarises the trends which were on show at the European fabric fairs for the spring/summer 2013 season. Despite economic turbulence, the mood at the fairs was lively and optimistic. The author of the report visited Munich Fabric Start, Premi?re Vision and Milano Unica where she interviewed exhibitors and found out first-hand which trends are proving to be the most popular. Demand for luxury fabrics is holding up well, and European manufacturers have been devoting their efforts and resources to developing innovative designs and imaginative technical processes. Materials which were once confined to performance fabrics -- such as coatings, laminates and membranes -- are now being applied across the board, and various innovative finishes are being employed. Cotton and linen remain important but in many cases they are being combined with cellulosic or synthetic fibres to achieve a special look or handle.

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